

Masonite

INSULATION . . PRESWOOD . . QUARTRBOARD . . LATH
TEMPERED PRESWOOD . . TEMPRILE . . CUSHIONED FLOORING

*{Dedicated to the American Home, Office and}
{Store with a sincere desire to make them brighter}
{and happier places in which to live and work.}*

YOUR home, whether it is the one you now occupy or the one you have long dreamed of owning, will be finer, more modern, more beautiful, if you wisely decide to make use of Masonite products in it. You will reach that decision if you let the thought of the country's foremost architects, its most interesting interior decorators guide you and if you are willing to benefit by the experience of thousands of satisfied users.

In this book will be shown briefly where and why and how in your homes, offices and stores, you can make use of one or more of these products to your great advantage.

You will see too, as you go through these pages that they are rich in suggestions of new arrangements, new finishes, decorations, color treatments and even furnishings that will be both interesting and helpful.

We here endeavor to make another substantial contribution to the Better Housing Program and to the thousands who plan to build new or to modernize.

MASONITE CORPORATION

111 W. WASHINGTON ST.

CHICAGO, ILL.





AFTER..But an able architect saw it in quite a different light



BEFORE..This old house did not seem to hold any possibilities.

SIMPLICITY BRINGS RETURN OF BEAUTY

AMERICA has produced nothing of greater charm and beauty than the colonial homes and Cape Cod cottages built by our forefathers. Their purity of line, their perfect expression of balance and proportion gives them a distinction that is exclusively theirs. In any period, any surrounding they are good, just as old silver is ever good.

But there came a time when in our clothing and home building we launched forth on a wild riotous debauch. Women "laced" to achieve a wasp-like waist and men strutted in "peg-top" trousers and choked in collars three inches high. It is designated now as "the McKinley Era" and it witnessed the building of those monstrosities of architecture, those houses with turrets and towers, trimmed shingles, useless balconies, extravagantly turned wood ornaments. In fact, every jimcrack that could be designed was made a part of the house.

Tiring after a few years, of the meaningless frills and furbelows, we came to a realization that the simplicity of the colonial, the sincerity of the Cape Cod and the rugged honesty of the pioneer's log cabin were types so fine that, in modified form at least, they should be preserved.

With this appreciation of the simplicity and beauty of these older forms came a healthy and happy acceptance of new materials that perfectly combine beauty and utility.

Science, art and industry have joined forces in this renaissance of the home. We have set up definite standards of livability, convenience, durability and economy, and have given our architects and engineers free rein in accomplishing these ends.

How well they have fulfilled their task is illustrated, in part, by the photographs on these pages which show a group of homes as they once were, and as they appear today transformed by skill and good taste, and invention.

Examine these pictures for a moment and you will readily see how architecture works its magic on the exterior of homes. What appeared hopelessly ugly is made beautiful simply by removing useless ornamentation, by re-designing an entrance, adding a row of dormers, changing the eaves or the slope of a roof, repainting or resurfacing the walls.

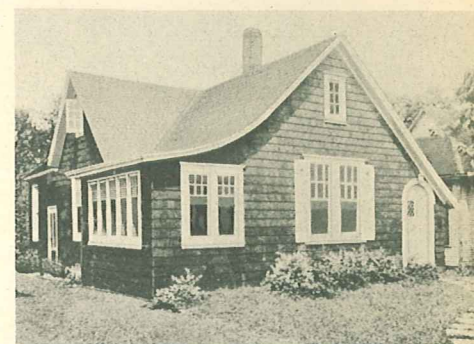
As much or as little as is desired can readily be accomplished. A small house is enlarged by the addition of a wing; a large one is made even roomier by the utilization of waste space. Partitions are moved, room plans are altered, windows changed or new ones made, and the result is a harmonious, intelligently planned home that conforms to modern ideals of exterior and interior design.

In cases such as these, where extensive alterations or additions are to be made, it is most desirable to engage a good architect. He will plan the work properly and will give you correct designing. Because of his broad experience and knowledge, he will effect many important savings and he will keep you from making many costly blunders. The fee you would have to pay him would probably be less than the money he would save for you.

We, who live in these homes, whether new or modernized, are sheltered more securely by strong, modern materials that resist the buffeting of storms, the heat of summer and the cold of winter. We enjoy the convenience of automatic equipment and of numberless labor-saving devices. Consciously or unconsciously, we are made happier by the quiet, restful harmony of beautiful rooms and furnishings. And we enjoy all of these benefits at extremely moderate cost, and with complete assurance that what we have built will endure throughout our lifetimes; will serve even our children's children.



BEFORE. . . This little cottage was built back in the gay nineties.



AFTER. . . Modernized and enlarged, it is now quite charming.



BEFORE. . . Just a big barnlike structure wholly lacking in charm.



AFTER. . . Until roof lines were changed and porches added.

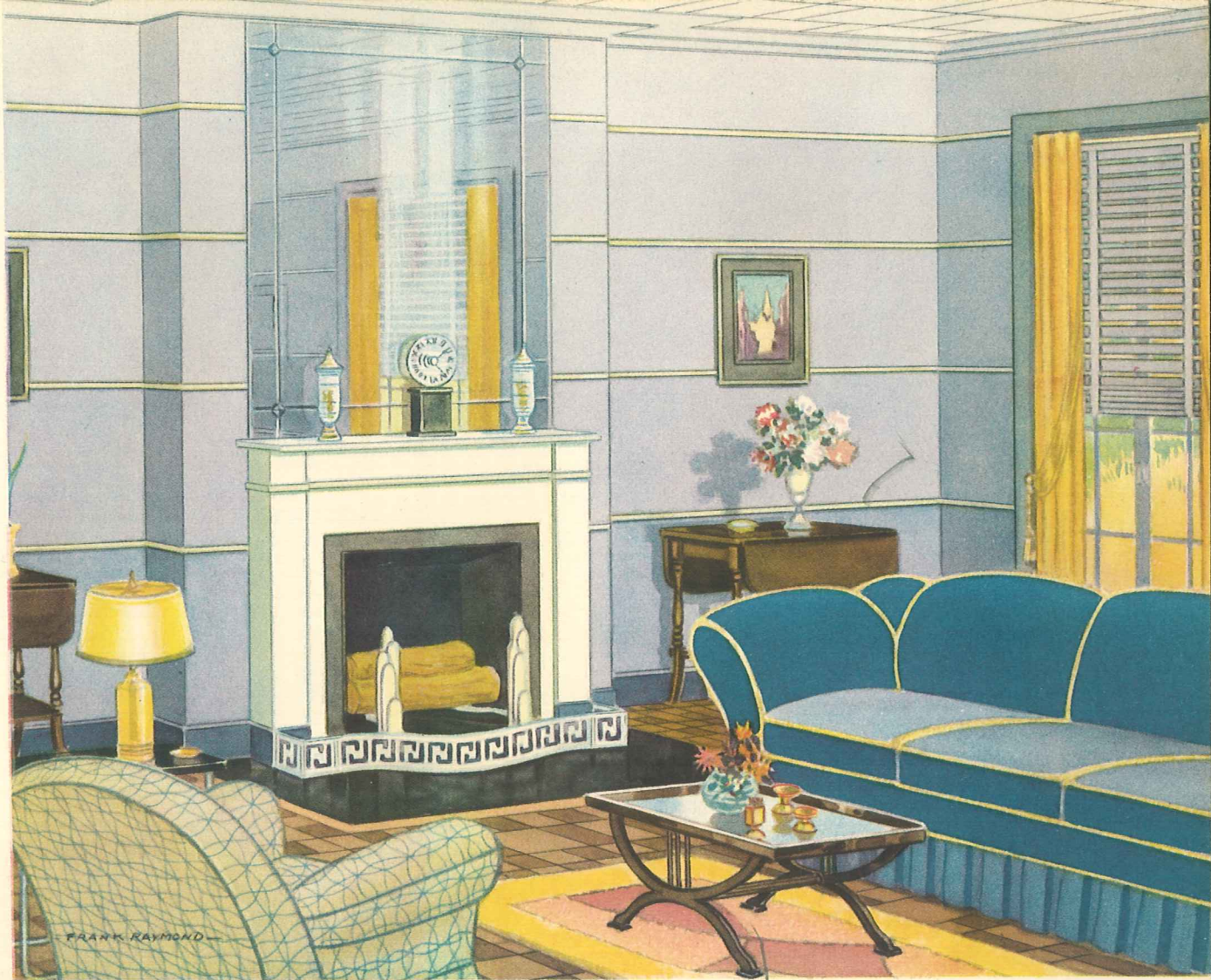
WHICH ROOM GIVES GREATER PROMISE OF GRACIOUS, HAPPY LIVING? . . .



Not very many years ago this drab living room was considered a suitable gathering place for any man's family. And Mrs. Homemaker was actually quite proud of what she considered a tasteful composition in brown and tan relieved only by a touch of color in the pictures. This was the typical parlor found in homes in the better residential section.

According to her lights, it wasn't a bad room. But *you* don't like it—and neither do we. The colors are good but are handled ineffectively and without imagination. It lacks contrasts. That dark moulding looks bad to our eyes . . . the mantel is ugly . . . and the table lamp as dated as grandmother's hat.

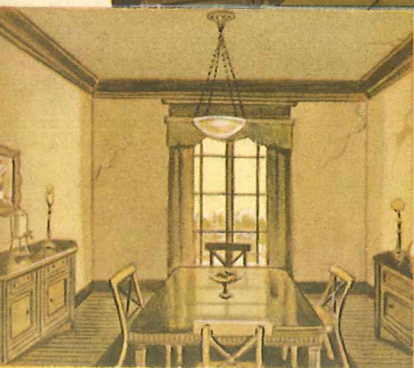
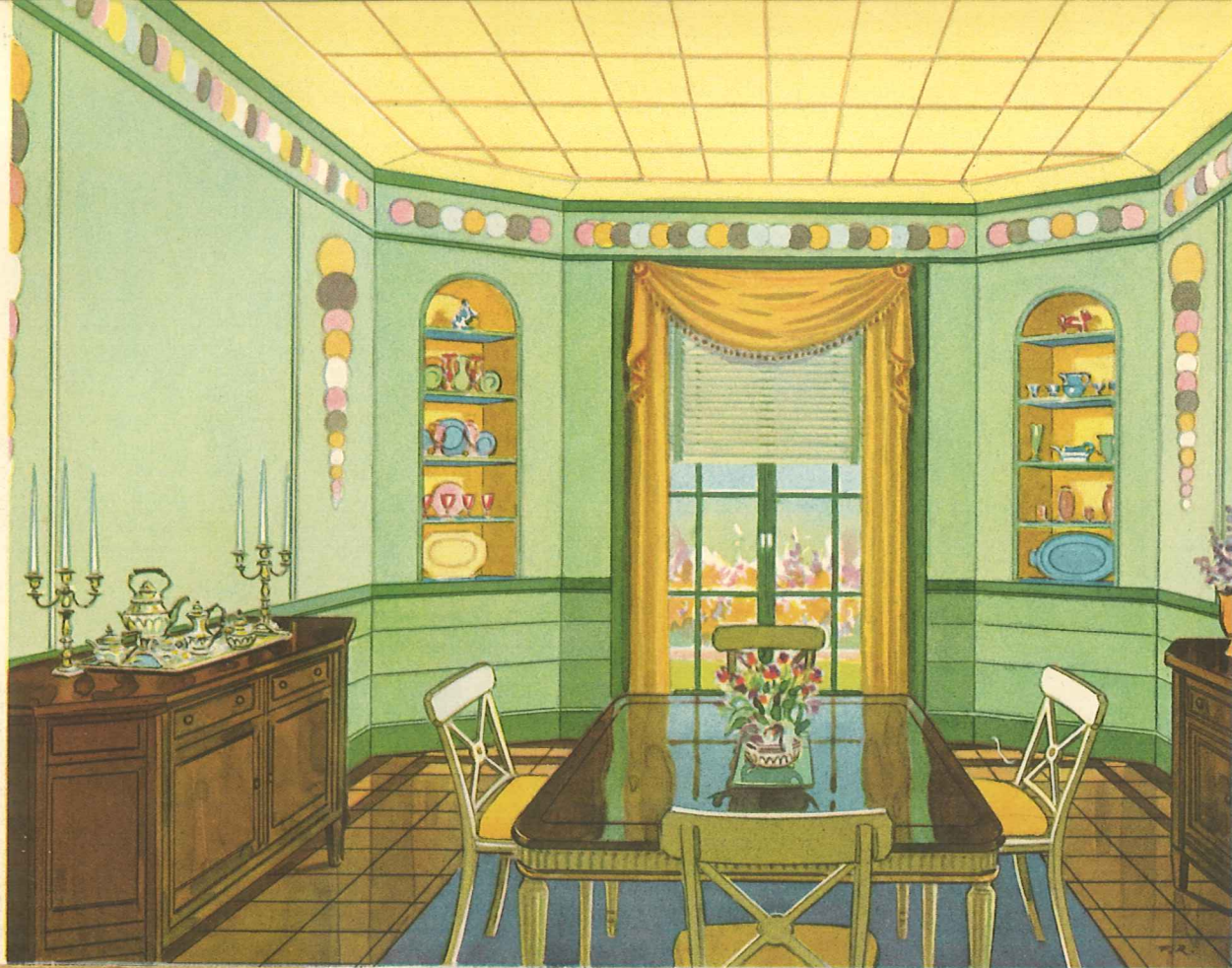
What to do about it? Unfortunately, Mr. and Mrs. Homemaker can't afford a new house, or even a completely new set of furniture. But they do have some money set aside—or can borrow some—and they're intent on modernizing this room as thoroughly as possible within their means. So let's go to work.



How do you like it? Isn't this a gayer, brighter, altogether lovelier room? The old furniture had good lines, so we retained it—simply re-covered the old sofa and easy chair and added a smart, new coffee table. The simple, white painted mantel adds a note of distinction while the beveled-edge mirror reflects a room beautifully correct in every detail.

But these ARE details. After all, it is the cool, blue walls that really dominate this room. And those walls are Masonite DeLuxe Quartboard applied right over the old plaster. There are no vertical joints. The big pieces of Masonite DeLuxe Quartboard have been placed horizontally, and are cut in widths that permit the complete elimination of waste and, at the same time, give the greatest decorative value to the painted battens covering the joints.

This unusual wall treatment illustrates the remarkable adaptability of just one of the Masonite products which enables it to solve almost any designing or building problem with the utmost efficiency and economy. It makes the room seem far more spacious and more livable.



HERE IS FOOD FOR THE EYE, TOO

We don't mean to belittle the importance of the grand old art of cooking, but wouldn't anyone enjoy life—and dinner—more in this gay green room with the rich, patterned floor and the yellow drapes catching the warm light of the sun? Banished forever are the heavy, oak woodwork and the air of stodgy dullness that brought drowsiness with the roast and indigestion with the pudding.

Another Masonite accomplished this miracle. Once the woodwork was removed, it was a simple matter to cover the walls with smooth, durable boards of Masonite Structural Insulation and finish them with paint or enamel. The vertical joints are beveled and cleverly made a part of the decorative scheme, while the broken horizontal courses are simply shallow grooves tooled into the surface of the boards.

The ceiling of this room is another Masonite product—Quatrboard battened, with narrow strips of Masonite Presdwood, and finished in the same manner as the walls. Even the handsome floor is of quiet, durable Masonite Cushioned Flooring.

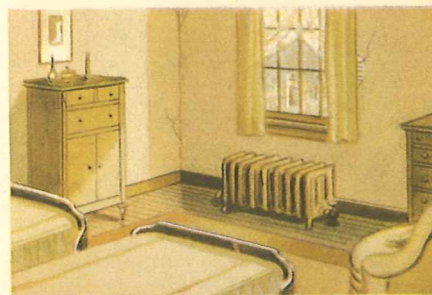
BRIGHTNESS IS THE KEYNOTE . . .

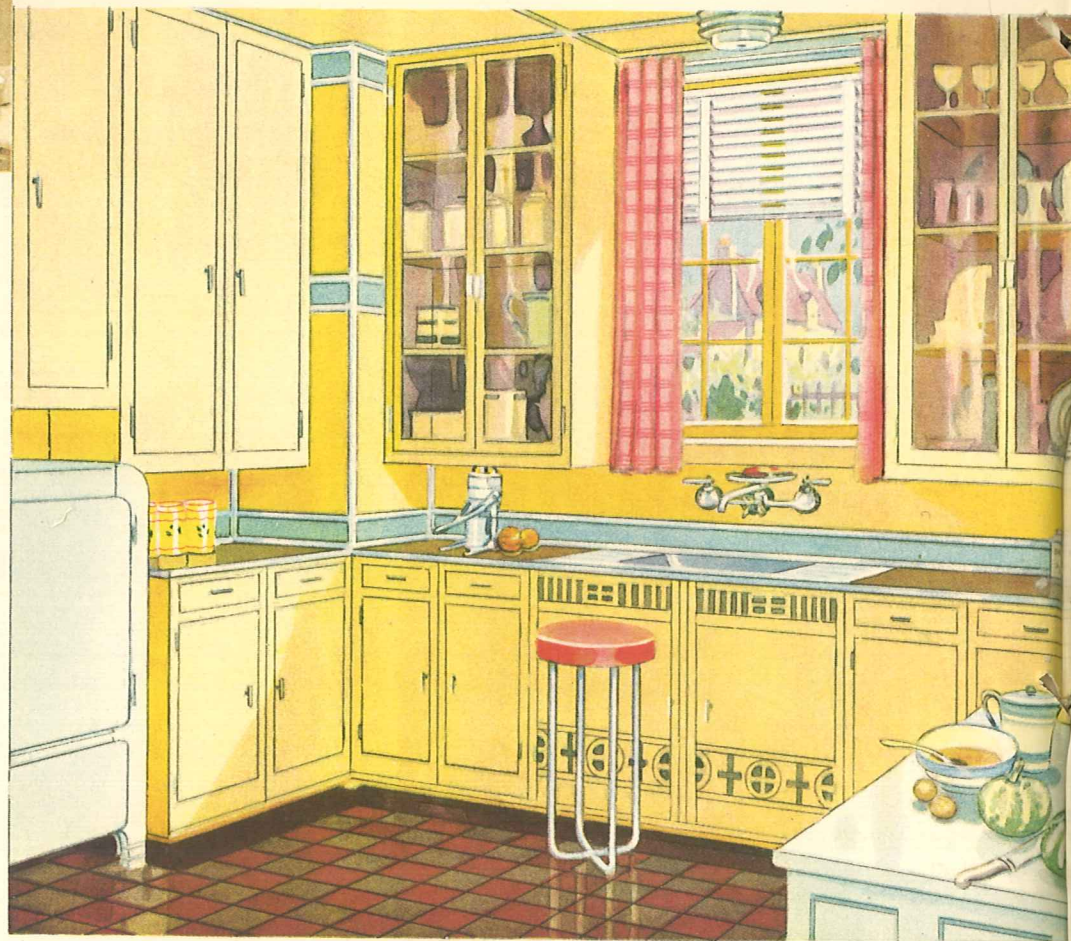
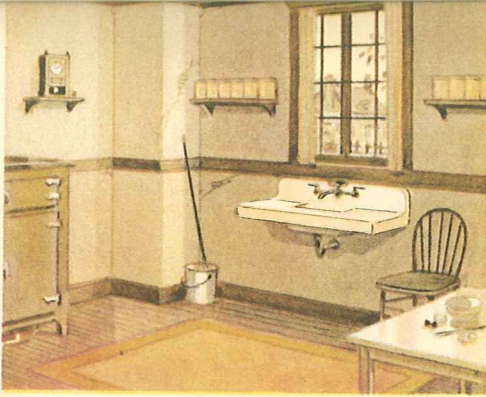
of this madeover bedroom which makes the most of every square inch and yet has an air of spacious luxury. Notice how the radiator has been covered and recessed between built-in cabinets to provide a cozy window seat.

And right there Masonite comes into the picture. The large panels in the cabinet, clothes closet, window seat and cutout radiator grille are all made of Tempered Presdwood painted to match the walls.

The walls themselves are of Masonite Insulation applied over the plaster and papered in a gay design. The ceiling too, (though you can't see it) is of Masonite Insulation. As a result, this bedroom is as comfortable as it is beautiful—warm in winter and cool in summer. Expensive? Not at all! An economy, really because Masonite on walls and ceilings sends fuel bills way down. It's a point worth remembering.

Another point worth remembering is that wall paper can be applied directly to Masonite Structural Insulation.





A KITCHEN PRESWOOD BUILT

The modern kitchen is not only beautiful, but is far easier to work in than the old fashioned kind. Its capacious cabinets are carefully designed and conveniently located. Its bright surfaces are impervious to grease and grime—easy to clean and keep clean. Every detail of arrangement and lighting is worked out with utmost care.

In this kitchen, a new sink has been flush-mounted in a long cupboard with a natural finish Masonite Tempered Presdwood top that serves both as a work table and as a drainboard. The panels and shelves of the china cabinets, the panels of the cupboard and the ceiling are also of Tempered Presdwood, painted or lacquered, the finish being applied by any good painter right on the job.

Masonite Tempered Presdwood will not warp, swell, shrink, or check. It is hard, and non-absorbent, yet resilient enough to avoid chipping porcelain utensils or cracking glass or china dishes.

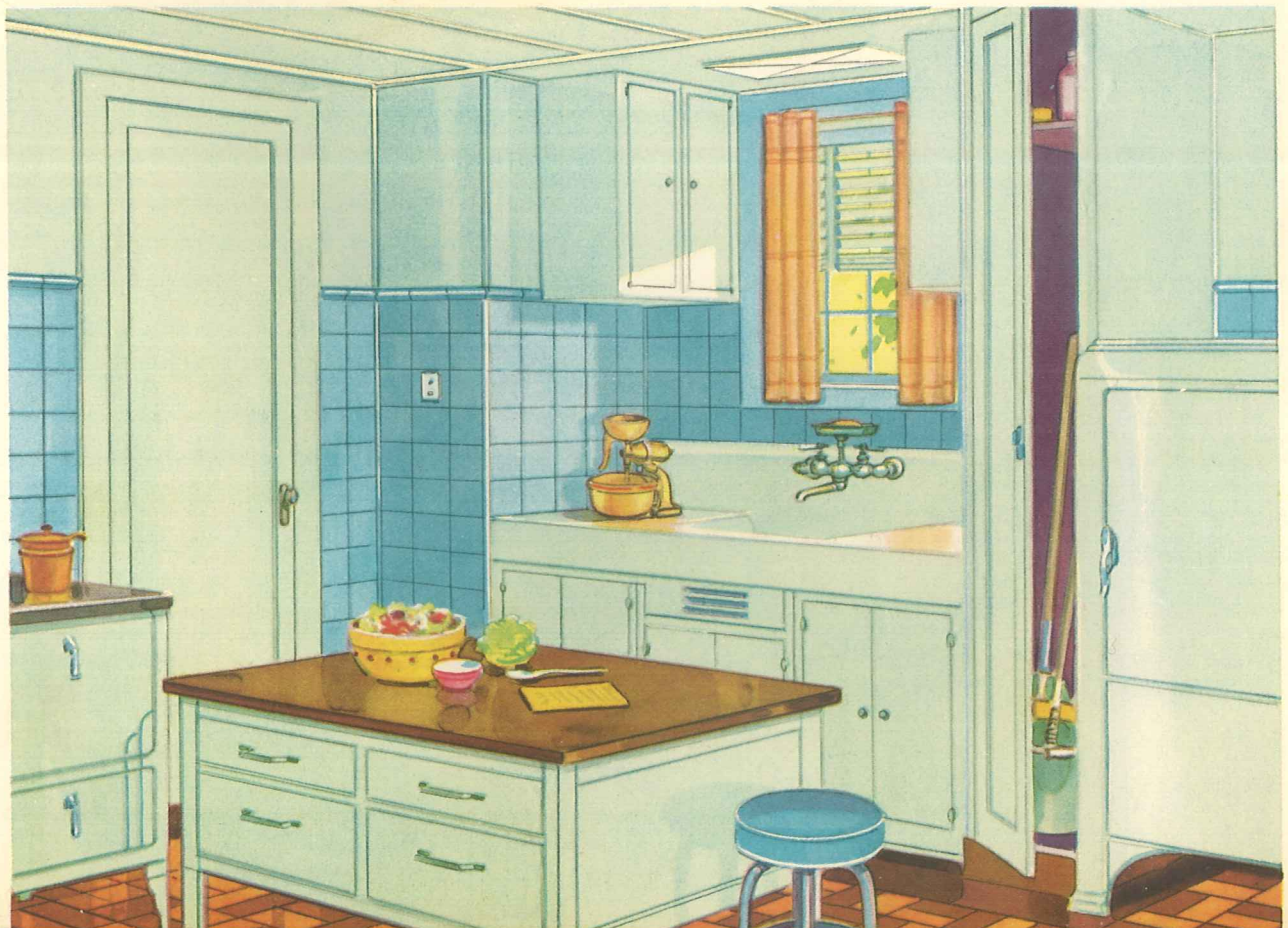
BEAUTIFUL SANITARY TILE... AT LOW COST

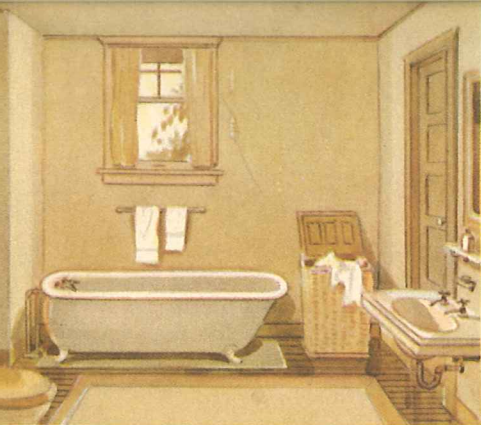


How tremendously this kitchen has been improved by the built-in sink, by finishing the walls with Masonite Temprtile finished to suit your exact taste by your painter or yourself, adding a convenient closet.

The tile is Masonite Temprtile—beautiful, durable, yet economical. It comes scored and may be finished on the job, or it may be purchased from board tile manufacturers or their dealers, ready-finished in a wide range of colors that will not fade or check.

The built-in broom closet, the cupboard under the sink and the suspended cabinets flanking the window are all made of Tempered Presd-wood—as are the top of the kitchen table and the panel of the swinging door. The upper walls and ceiling are covered with Tempered Presd-wood painted or enameled to match the Temprtile.





EVEN A ROMAN WOULD LIKE THIS BATHROOM

... as it appears modernized with Genuine Masonite Temptrtile. It's a splendid example of how much can be done with only a little money. Most of the old fixtures have been retained—but the tub has been built-in and recessed with a commodious linen closet replacing the unsightly clothes hamper.

The handsome tiling is, of course, Masonite Temptrtile, which you or your painter can finish in any desired color right on the job. In this modernizing job, it was applied right over the plaster. It's a simple job done with glue and headless nails—and it "stays put." There's no cracking or crazing of this tile. Its bright, impervious surface is easy to keep clean and isn't harmed a particle by steam or repeated washings. Unlike other tile, the colors can be changed by repainting.

The upper walls and ceiling are of Masonite Tempered Presdwood painted in a contrasting color and with joints concealed by thin battens. The door, shelves and lining of the linen closet and the entrance door are also of Presdwood . . . they will never warp, swell or sag.





RECOGNIZE THE OLD ATTIC?

We can't blame you if you don't, for it is a far cry from this clean, airy bedroom to the dusty, cob-webby attic storage room of Grandmother's day. A room like this is a perfect solution to the problem faced by the family that has grown too large for its home. There isn't a member of the family who would not be proud and happy to claim this room as their own. It would surely delight one of the younger generation.

Masonite Structural Insulation is the material used here—except for the clothes closet, book shelves and chest of drawers which are made of Masonite Presdwood. The Masonite Structural Insulation that gives you this attractive added bedroom also puts an end to excessive heat loss through the roof—brings fuel bills 'way down. What's more, this attic will require little if any heat in winter, and will keep the whole house a lot cooler in summer.

Just a word about the furniture. The desk beside the bed is made of Masonite Tempered Presdwood finished natural. So is the top of the dressing table. That's real versatility.



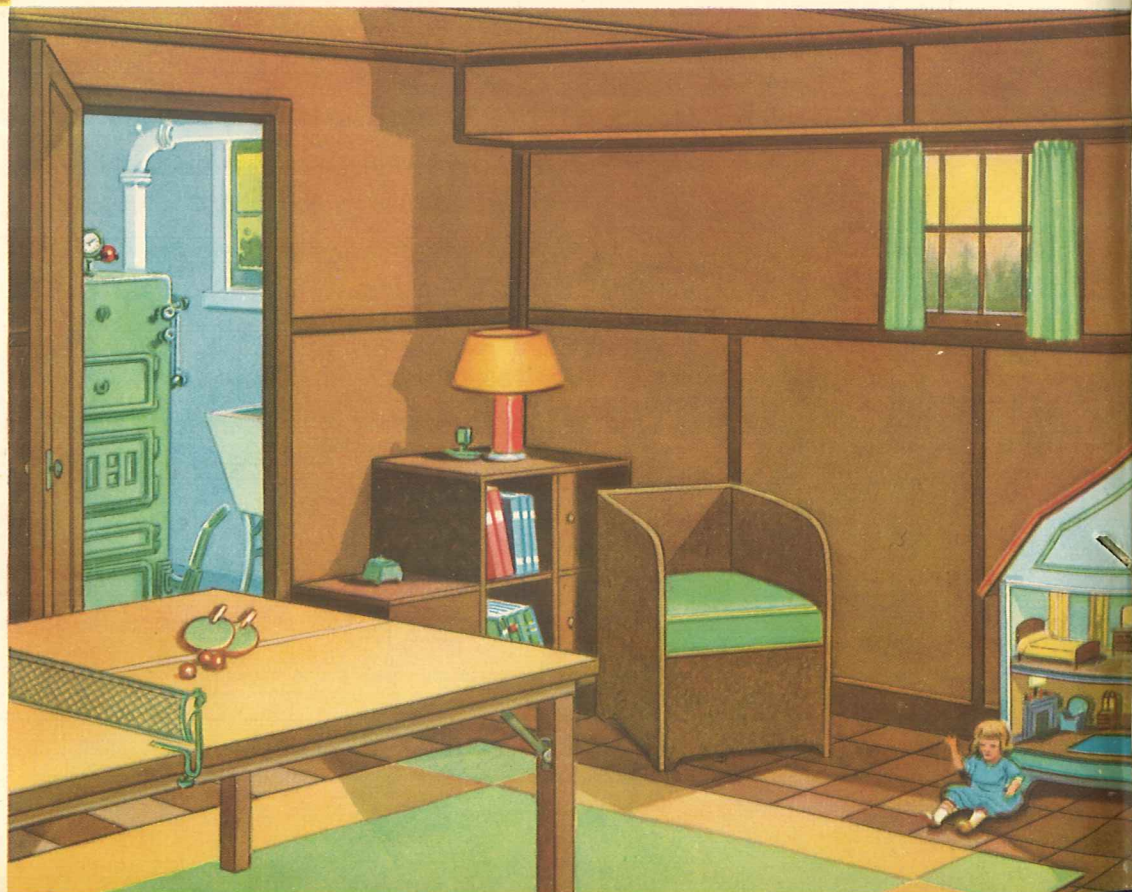
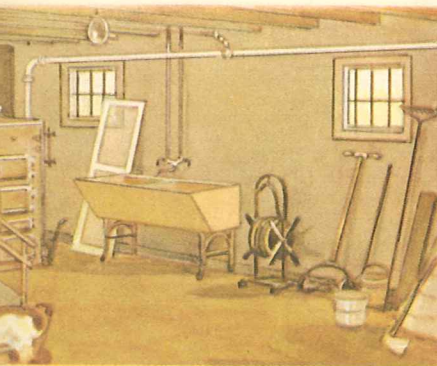
WHY WASTE THE BASEMENT?

... after all, it's home too, and a very useful and attractive part of the home, when it is properly fixed up. You can see just what has been done to this one in order to change it from a cold, clammy basement into a warm, modern play room. It's the simplest kind of work, inexpensive and always satisfactory. Here is a job many home owners do themselves in their leisure hours.

This game room illustrates what can be accomplished through intelligent use of the various Masonite products. Structural Insulation has been applied over the cement or masonry walls. It makes a pleasing wall surface that insures warmth and freedom from dampness or "sweating." The partition is also of Masonite Insulation while the ceiling—which conceals exposed piping and floor joists—is of Quartboard. The mouldings and battens are narrow strips of Presdwood which gives an attractive two-toned effect against the lighter walls.

Of course, you can decorate these walls in any manner you desire—using bright posters, magazine covers or gay paint stencils, for instance.

Tempered Presdwood boards of a suitable thickness were also used in constructing this ping-pong table, the combination bookcase and table, the toy chest and even the unusual, modern chair.





NO NEED TO DECORATE WALLS OF SUCH BEAUTY

Even the picture above, as beautiful as it is, cannot do justice to walls of Masonite Structural Insulation. Their restfulness and charm may be appreciated only when the actual rooms are seen.

Such installations as these are possible only because of such new materials as Masonite. They take full advantage of the rich warm color of our products, its beautiful figure, its satin-smooth surface, the large size of the boards.

There was a time when it was deemed necessary to put materials on materials—plaster over lath, wall paper or canvas over plaster—but that day has passed. Today we use good materials, and let them stand proudly forth by virtue of their own beauty and utility.

In the installation shown above it is interesting to note the manner in which the grooved lines start at the chair rail, run diagonally across one board and horizontally across the next, repeating until they reach the ceiling. They are then carried across the ceiling and brought back down the side wall to the wainscot, which is of Masonite Tempered Presdwood.

Details as to how such gratifying results may be achieved by the use of Genuine Masonite Products may be found on pages 17 and 18.



The two-toned effect in the ceiling is achieved by sandpapering parts of the Masonite Insulation.



Only the edges of the boards in the walls are beveled. Ceiling boards grooved diagonally.



Interest is added by the cut-out designs cemented on the walls.



A six foot high wainscot of random width standard and Tempered Presdwood.

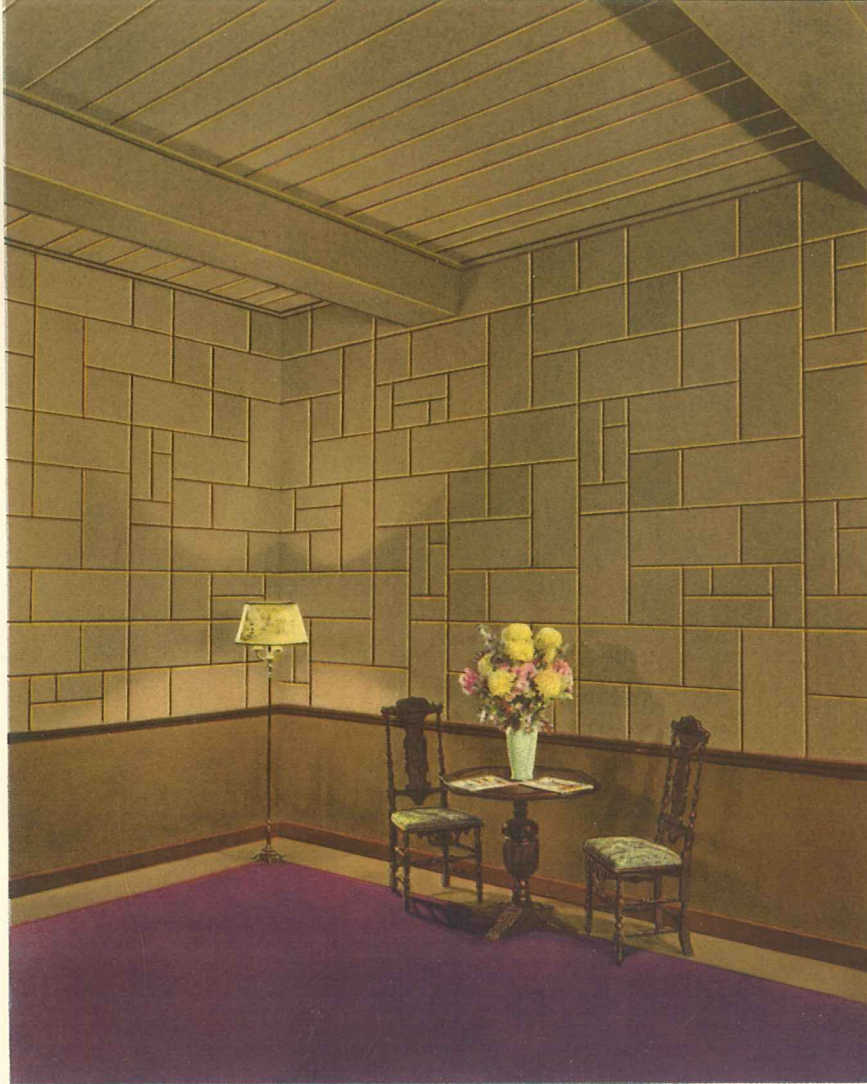
BEVELING OF MASONITE ACCENTUATES ITS BEAUTY

We, who have passed our thirties, have survived the age of intricate design and extravagant decoration. Straight-away lines and smooth areas of honest materials unadorned are more definite and reassuring.

There is so much clash and clatter around us—so much rushing, restlessness and excitement generally, that walls and ceilings that will absorb or deaden sounds are surely to be desired, particularly when such walls and ceilings are so pleasing in their appearance.

To secure the advantages such as wall treatment gives, we would willingly pay liberally, but fortunately such interior may be installed at greater economy than almost any other. The saving is due both to the very reasonable price of the products—Masonite Structural Insulation, Quartrboard and Presdwood—and the low cost of installation.

Please refer to the specification data given on pages 17 and 18.



Factory made beveled tiles give regular or random ashlar effects.

WHERE SHOULD WE USE SUCH TREATMENTS AS THESE?

Where should Masonite Structural Insulation left in its natural finish be used for walls and ceilings is a question frequently asked. The answer is entirely a matter of personal choice—some people regard it as being particularly suitable for use in one area, while others favor it for another.

Generally, in homes, it is employed in board or ashlar effect in dining room, hallway, library, study and in wider widths for attic rooms or basement game rooms.

In offices it imparts a friendly warmth to reception rooms and entrance halls, a substantial look to private offices, a restful shade and a welcoming sound deadening effect to general office space. Left natural, it tones down the clatter of typewriters and other mechanical noises.

See Pages 17 and 18 for specifications regarding application and decoration.



Beveled tile walls with ceiling of random width beveled plank and heavy cross beams.



SMALL ROOMS SEEM LARGER WHEN WALLS PROPERLY TREATED

The wall treatment of the room shown above has been much admired and has aroused great interest because of the manner in which it has seemingly increased the size of the room.

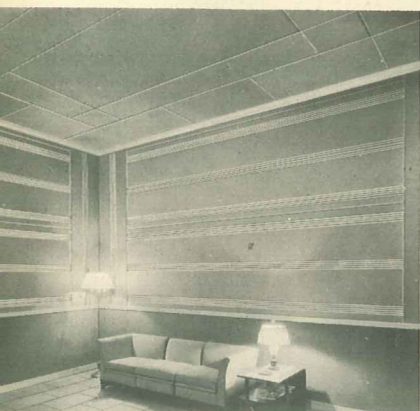
This feeling of great space is due to the horizontal application of the Masonite Structural Insulation and to the simple yet interesting manner in which it has been grooved. In this room and in the rooms pictured on the three preceding pages the grooving was done by one of the several tools designed for that work.

The use of horizontally grooved boards not only tends to make small rooms seem larger, but also creates the impression that the ceiling line has been lowered, which in many instances is highly desirable.

These pleasing wall treatments are economical, because they require no added decoration whatever. The beautiful Masonite boards are left in their natural finish—a rich brown tone and a satin-smooth surface.

It should be noted that the beveling and grooving of Masonite Structural Insulation is a simple, easy and rapid operation. Once the design is determined the grooving tool is pushed forward along a straight edge making one complete bevel or groove at each operation.

Additional information regarding the application of Masonite Products is given on Pages 17 and 18.



These strong lines give a feeling of security and confidence.



Heavy beams and random width planks interestingly combined.

SPECIAL DATA

REGARDING INSTALLATIONS

MASONITE boards may be divided into three general classes:
Insulation boards, including Masonite Structural Insulation, Masonite Insulating Lath, Masonite Beveled Tile and Masonite Beveled Plank. These are the beautiful brown boards now so widely used. There are however, those who have a preference for boards of lighter color. For them we offer the new Masonite Litecol Insulation, Litecol Beveled Tile and Litecol Beveled Plank. The Litecol board is very light in color, being only a few shades away from pure white.

Semi-hard boards, including Masonite Quartrboard and Masonite DeLuxe Quartrboard.

Hard boards, including Presdwood, Tempered Presdwood and Temptrtile.

All of these may be sawn, planed, sanded, nailed, cemented, painted, varnished or lacquered, just as though they were boards of natural wood. For simple work, only simple standard tools are required.

The Insulation boards may be worked perfectly under special tools, such as the Bevil Devil and the Stanley Karpenter Kutter. Neither of these tools will successfully groove the Masonite hard boards.

APPLICATION OF MASONITE PRODUCTS

Instructions given in our General Masonite Specification book should be followed. All of these products should be properly backed up—flimsy construction never pays. When applied to studding, joists or rafters, the boards are to be nailed. When applied to a solid area, they may be either nailed or cemented or both. In applying insulation boards, four or six penny casing head nails should be used, driven at a 30-degree angle. They should be driven to within an eighth of an inch of the surface of the board, then, using a nail set they should be driven slightly below the surface of the board after which the board over the nail head should be tapped lightly with the hammer. The first nailing should always be done at or near the center of the board on the intermediate supports, the outer edges of the board being nailed last.

Where the boards are left exposed, whether painted or unpainted, the question arises as to what joint treatment is to be used. A simple, yet pleasing treatment is the beveled edge butt joint. If desired the joints may be concealed by battens of natural wood, Masonite, chromium or aluminum. Wood trim may be secured from your local lumber dealer. Masonite trim may be cut on the job or it, too, may be supplied by your local dealer or local woodworking shop. Chromium mouldings from Chicago Metallic Sash Company, Chicago, Marsh Wall Tile Company, Dover, Ohio and others. Aluminum trim may be secured from the Aluminum Company of America.

PAINTS, ENAMELS AND SPECIAL FINISHES

These must be worked out on the basis of the particular Masonite product used and the use it is to serve. Follow the recommendations of the manufacturer whose finishes you use. Most paint manufacturers offer special products for our different boards.

SCORING HARD BOARDS

The only tool available for this purpose is the Masonite Fluting Tool, which is sold at a price of 35c. It makes a narrow groove (approximately $\frac{1}{8}$ " wide) and of about equal depth. However, if an attempt is made to take too deep a bite into the hard boards, it will fracture the cutting edge of the tool and ruin it.

APPLICATION AND DECORATION OF MASONITE TEMPRILE

This product—ideal for kitchen and bathroom walls and for stores, shops and markets where bright, gleaming walls are particularly desirable—is available in $\frac{1}{8}$ " and $\frac{3}{16}$ " thickness, and in 4 foot by 12 foot boards marked into four inch squares by grooves impressed into them.

These boards are fastened permanently to the base to which they are applied either by waterproof cements or nailing, or both. They may be finished on the job by master painters, either before being installed or after installation. Special striping tools are available on the market with which it becomes an easy matter to stripe the scored lines with a contrasting color. Beugler Striper—one of the best of these striping tools—is made by the Beugler Manufacturing Company, 4318 W. Second Street, Los Angeles, California and sold by them and by us.

Metal mouldings are particularly suitable for use with Masonite Temprtile. Special shapes to take care of flat wall joints, inside corners, outside corners and nosings are to be had either in highly polished chromium or in satin-finished aluminum.

CUSTOM FINISHED MASONITE HARDBOARDS

The members of the National Sheet Tile Association apply their own finishes to Masonite hardboards and market them under their individual trade names. They are the finest products of the kind that it is possible to obtain.

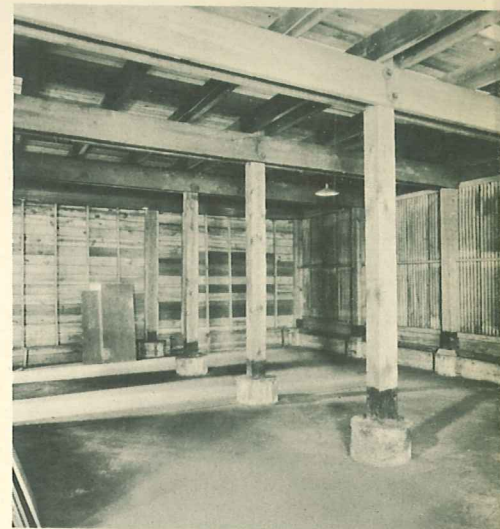
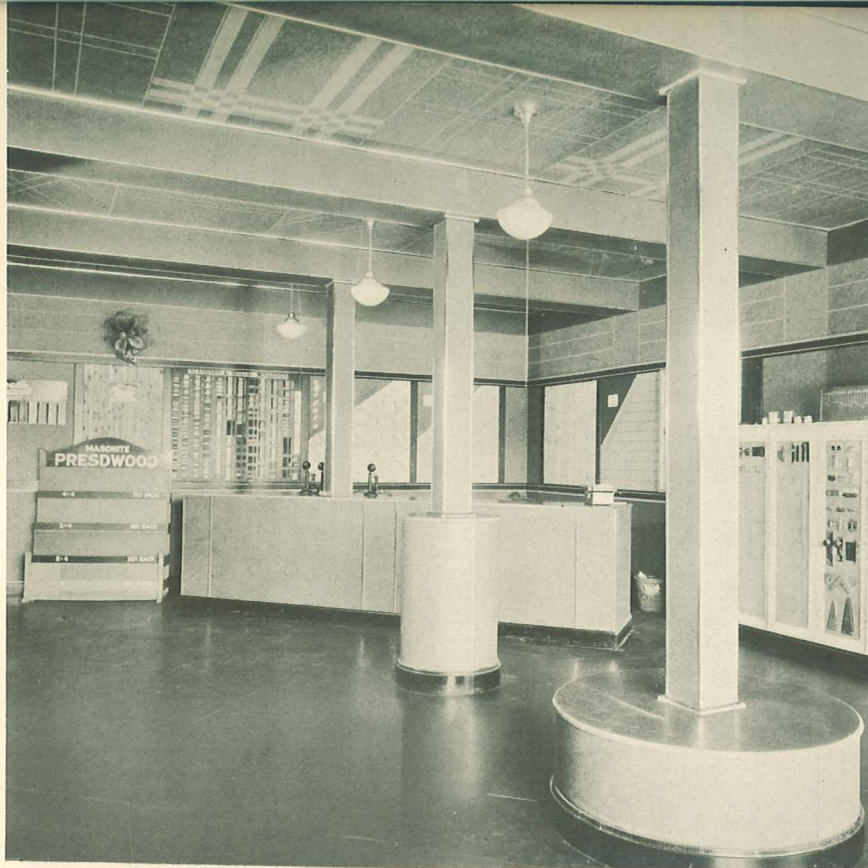
MASONITE BEVELED TILE AND BEVELED PLANK

In studying the effects illustrated on pages 13, 14, 15 and 16, it should be borne in mind that most of the designs made use of boards of large size, beveled and grooved by carpenters on the job. As a part of the regular Masonite line, however, many dealers carry Masonite Beveled Tile in several sizes and Masonite Beveled Plank in different widths and lengths. For some jobs, this is particularly advantageous.

THESE IMPROVEMENTS NOT COSTLY

Though unusually attractive, the modernizing ideas offered in this book do not call for a great outlay of money, unless you should undertake the modernization of the entire house at once—and even then the cost would be surprisingly low. The cost would be small indeed compared to the beauty, comfort and convenience you would enjoy.

We would also suggest that in buying Insulation, semi-hard boards or hard boards, you insist that Genuine Masonite Products be furnished and refuse to permit substitution. To be absolutely certain, look for the name "Masonite" that we burn into the reverse side of each of these boards.



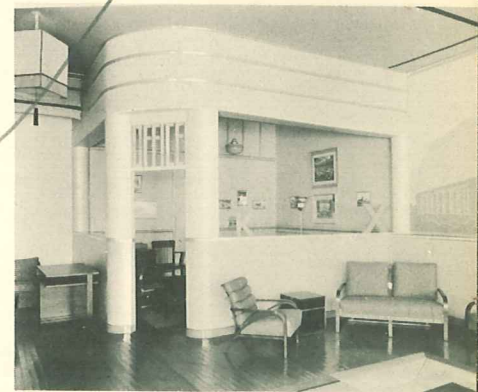
(Above) Corner of lumber shed of St. Louis Lumber Company which by use of Masonite Products was converted into beautiful display room shown at the left.

MASONITE BRINGS MODERN BEAUTY TO OFFICES AND RECEPTION ROOMS

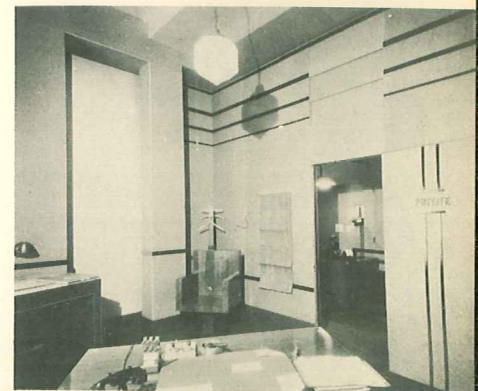
Most modern offices are designed with an eye to beauty as well as utility. Unfortunately, a great many offices aren't modern—but they can be modernized with Masonite in such a way that they will be not only more attractive to clients and customers, but more efficient and satisfactory to work in.

Masonite products are ideally adapted to this important class of work. There is a board for every need . . . each one so beautiful in its natural finish that it requires no added decoration, durable, rigid, easily workable and economical. In addition, Masonite Structural Insulation possesses remarkable acoustical properties that greatly reduce ordinary office noises with a resultant increase in the efficiency of the staff.

An almost endless variety of decorative effects are possible with Masonite. The boards, though of rich brown tone, blend into practically any color treatment. To further enhance their beauty they may be scored or grooved with conventional woodworking tools . . . cut out or built up in several thicknesses . . . self-battened or banded with wood, chromium or copper . . . left natural or given any of the finishes commonly applied to wood.



Genuine Masonite Presdwood lends itself perfectly to this modern treatment of business offices.

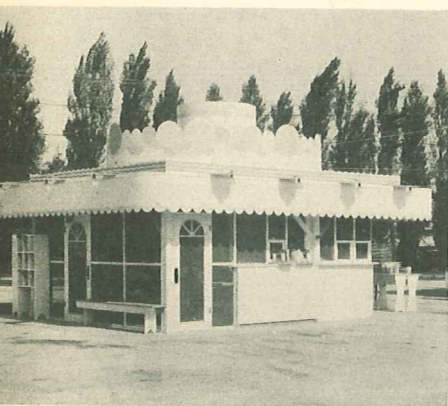


This suite of offices was made beautiful and modern by the Masonite treatment of its walls.

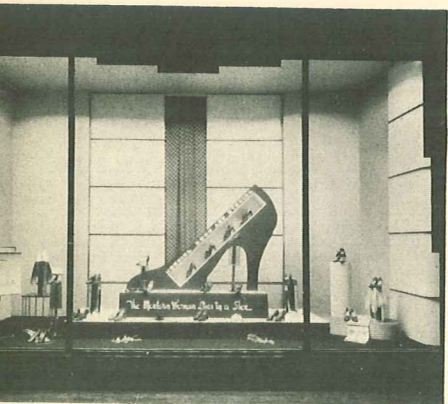


The entire exterior of this store of Mrs. Stover's is of 3/16" thick Genuine Masonite Tempered Presdwood.

EXTERIORS OF TEMPERED PRESDWOOD STAND DEFIANT TO THE WEATHER



An ice cream and soft drink pavilion the exterior of which is Genuine Presdwood.



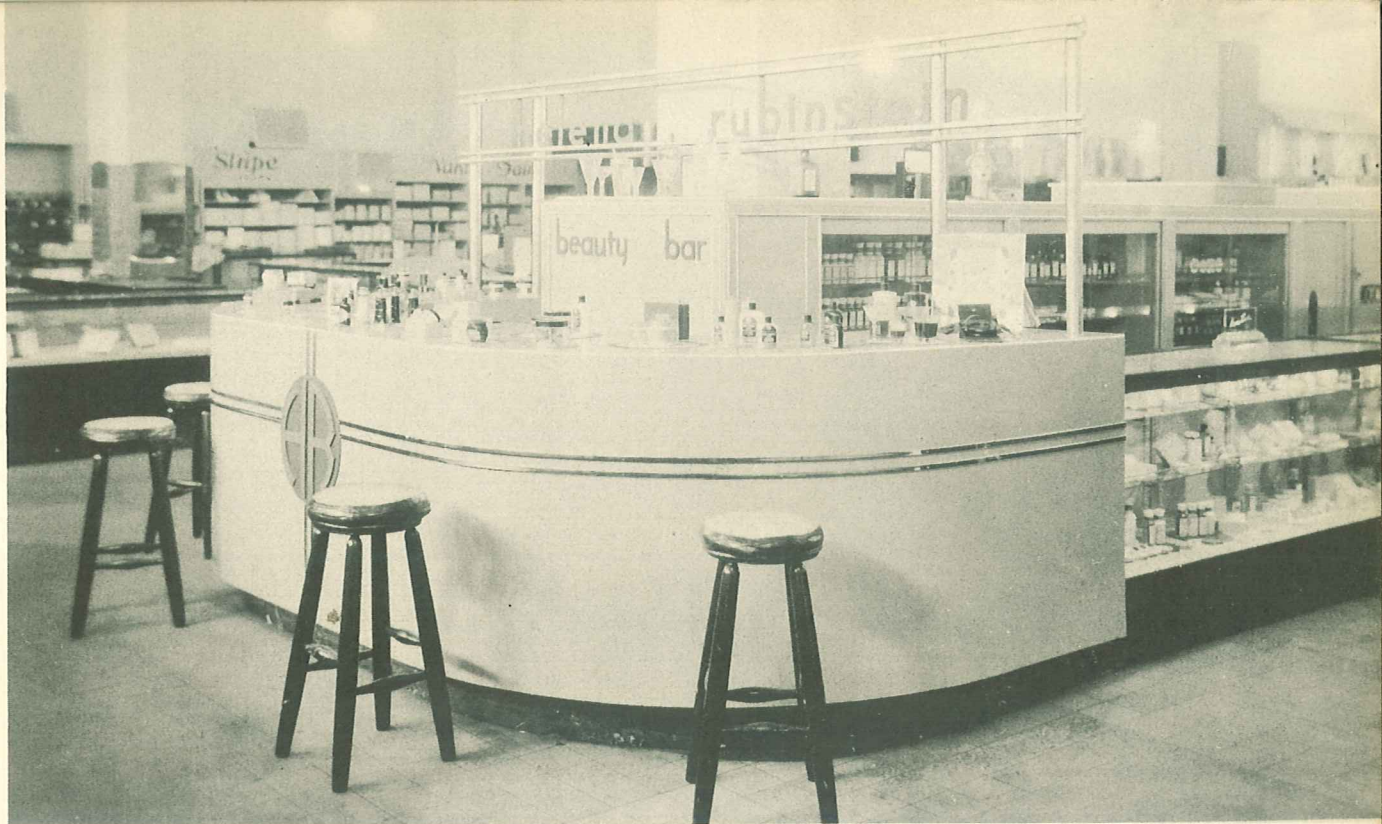
Masonite Presdwood finished display window of the Hudson Bay Company, Winnipeg.

Our own careful tests, backed by the experience gained through thousands of actual installations, have demonstrated that Tempered Presdwood is entirely suitable for covering the exterior walls in many types of buildings. Properly used, it is impervious to weather even under the trying conditions of our climate with its extremes of heat and cold.

Presdwood's remarkable decorative possibilities plus its economy and workability recommend it for store fronts, stores and restaurants, beach cabins, barbecue stands and many other business structures. Its flexibility permits shaping the boards to almost any desired form, while its extreme toughness assures long service with low maintenance costs.

Tempered Presdwood is made waterproof and weatherproof by the tempering process, but, for best service, it is recommended that the boards be finished in the same manner as wood.

Presdwood may be planed, sawed, sandpapered, nailed—handled in exactly the same manner as wood. And it offers the further advantages of being free from knots, grain and splinters; of cutting with the least possible waste, and of considerably speeding construction time.



This Helena Rubenstein Beauty Bar made of beautifully lacquered Presdwood stimulates sales.

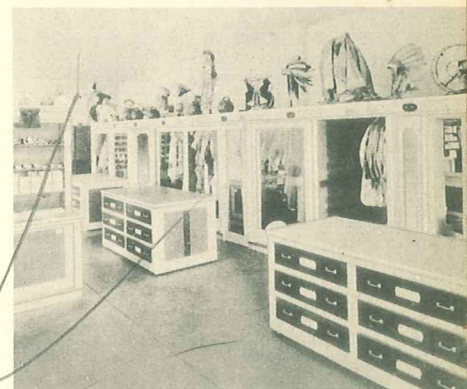
MASONITE HELPS MOVE MERCHANDISE IN AMERICA'S DEPARTMENT STORES

The various Masonite products find a vast number of widely diversified uses in the modern department store. In the greater proportion of these buildings extra insulation is not needed, but Masonite Structural Insulation recommends itself as a wall and ceiling covering because of its unusual sound-deadening and acoustical properties.

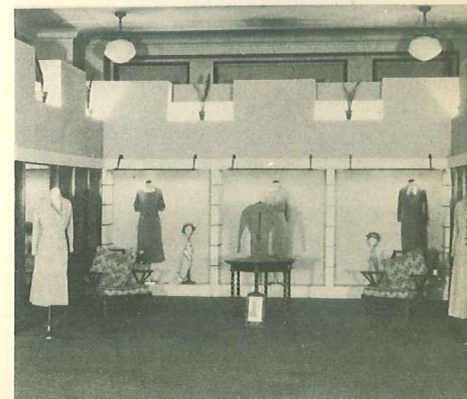
Quartboard, too, finds its uses for covering walls or ceiling, constructing false ceilings, covering pillars, etc. But it is primarily Presdwood that stars in the department store field.

Not only is Tempered Presdwood ideal for building counters, for counter tops and show cases, dressing booths and partitions, for covering walls and ceiling, but it also has a host of special uses. Consider the possibilities of Presdwood for making attractive window, counter and cutout displays. Its strength and smoothness, its easy workability, its attractiveness and its ability to take any required finish make it ideal for such use.

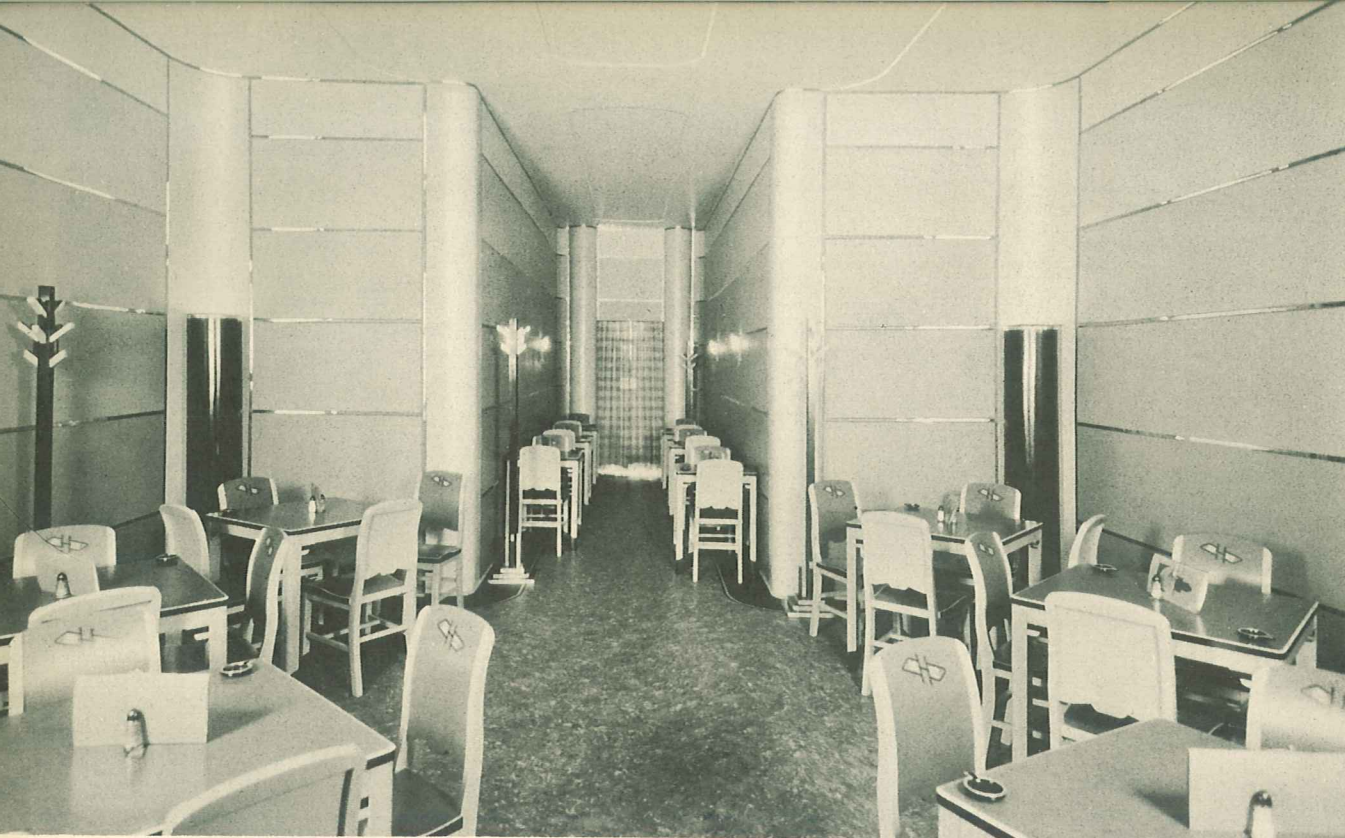
Here's another small but important point. Presdwood counter tops are free from splinters and will not wear rough—there is no possibility of catching or snagging fine fabrics on them.



These display cases and counter tops in Marshall Field's Evanston store are made of Genuine Presdwood.



Another display in store of Hudson Bay Company, Winnipeg, Canada in which upward of 80,000 square feet of Masonite was used.



Sidewalls, ceilings, lighting fixtures, tabletops, chair seats and backs are Genuine Presdwood. Entire installation by Marietta Chair Company.



This popular Sandwich Shop in California made clean, bright and attractive by the use of Masonite Temprtile.



Ever lunch at Harding's 23rd Street, Chicago? A Genuine Masonite job throughout.

GOOD FOOD TASTES BETTER IN CHEERFUL SURROUNDINGS

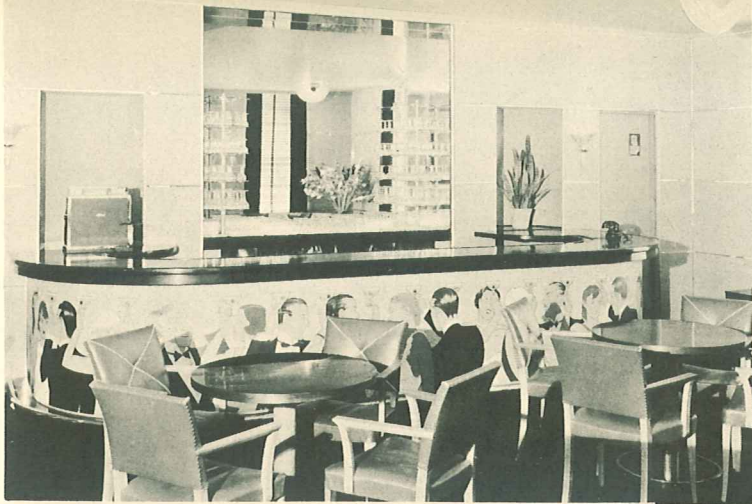
Restaurant men know that the eye has a lot to do with the appetite. That's one reason why they have been so quick to appreciate the value of Masonite products. Another reason is that they are good, practical business men who know that Masonite means a very definite dollars and cents saving in building, upkeep and decorating costs.

The restaurants illustrated on this page are typical of hundreds that have been decorated with Tempered Presdwood and Temprtile. And there's an even larger number that can be made just as clean-looking and inviting by modernizing them with these same materials.

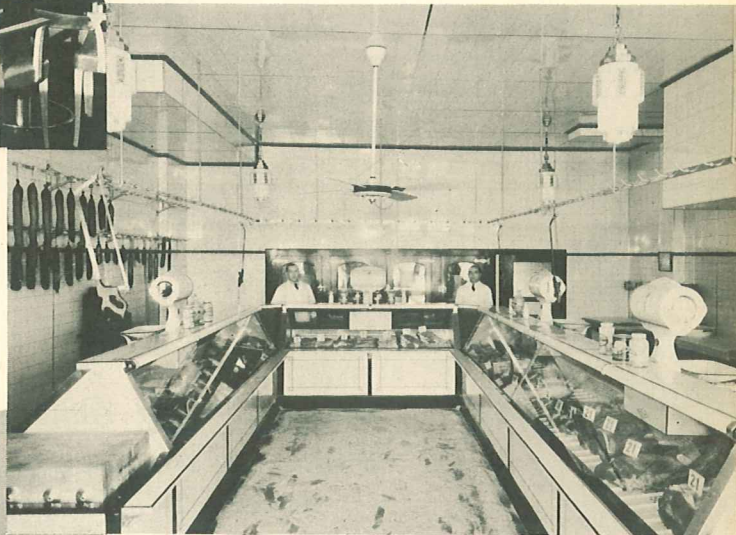
Temprtile and Tempered Presdwood both offer smooth, hard, sanitary surfaces that not only *look* clean but *are* clean. They're easily washed free of smoke, dirt and grime without fear of the slightest injury, and they will withstand a lot of hard usage without showing any ill effects.

Colors? Your painter can give you the exact color effect you want—the rainbow is the limit. And there can be just as many and varied decorative schemes as clever designers can devise.

The finest installations of this kind are those made by members of the National Sheet Tile Association who apply their own finishes to Genuine Tempered Presdwood and Temprtile.



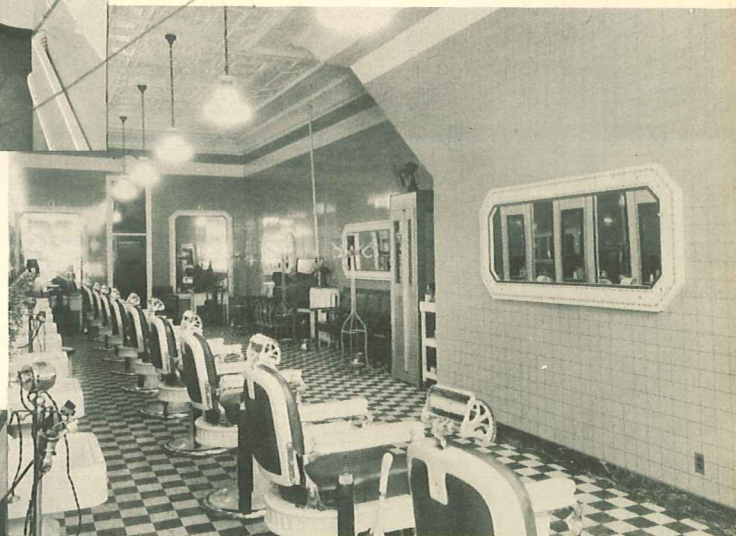
The Cocktail Bar in the Book-Cadillac, Detroit. It is a gay spot, gayly decorated and being built of Genuine Presdwood, it can take it.



Fresh meats, pleasingly displayed in this market with walls and ceiling made bright and sanitary by gleaming Marsttile.



Walls, display cases and pedestals in Mrs. Stover's Candy Store, Kansas City, Mo. are of Genuine Masonite Presdwood.



(Above) The sidewalls of this popular barbershop are covered with Genuine Masonite Temprtile.



(Left) The Temprtile freshness of the walls of this bake shop inspires confidence and helps sell more goods.

We appreciate the courtesy of The Weatherbest Company, Home Modernization and Marietta Chair Company in furnishing us certain photographs reproduced in this book. We also gratefully acknowledge the permission granted us by Marsh Wall Tile Company, Dover, Ohio and California Wall Tile Company, Los Angeles, California to make use of photographs of some of their installations.

How to secure genuine **MASONITE PRODUCTS** *for your home*

All Masonite products are sold by retail lumber dealers throughout the country. The greater number of the better dealers carry these products in stock regularly, but even those dealers who do not stock them can furnish them to you at the price prevailing in your territory. Bear in mind that every genuine Masonite board has the name MASONITE indelibly stamped on or burned into the reverse side.

HAVE YOUR ARCHITECT SPECIFY

Most architects recognize the sterling worth of Genuine Masonite products. They know where and how to make use of them most effectively. Ask your architect to discuss their use and value with you. Many of the country's foremost architects have been making use of these products for several years. Neither they nor you take any chances when you use any of the boards in the Masonite line.

INSIST ON GETTING GENUINE MASONITE

Permit no substitution on the claim that another product is "Just as good" for such substitution may prove bitterly disappointing. Insist that your contractor use only Genuine Masonite and check to see that the boards that go into your job are so branded. You know in advance the lasting satisfaction that is experienced where Genuine Masonite products are used.



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